

# WHY DO WE LOVE PRINT ON PAPER?

Because we feel this its safe, secure,  
sustainable and trusted.

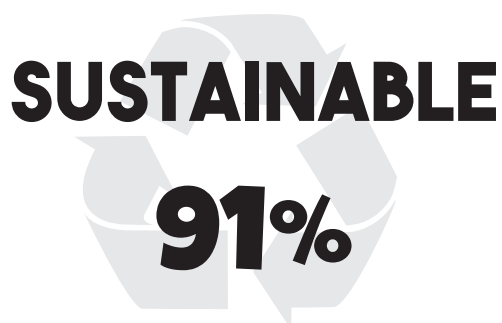
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of those surveyed keep hard copies of  
important documents filed at home as they  
believe this is the safest and most secure  
way of storing information



are increasingly concerned that their  
personal information held electronically is  
at risk of being hacked, stolen, lost or  
damaged



agree that, when responsibly produced,  
used and recycled, print and paper can be  
a sustainable way to communicate -  
including 86% of 18-24 year olds!



trust the news stories they read in printed  
newspapers... but only 35% trust the news  
stories they read in social media

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These figures are from a recent survey by Two Sides America and the global polling firm Toluna